

GREETINGS!

Mike, Hayashi, M.Ed.
Incoming President



Greetings from your new, excited, honored and 1st Male President, Mike Hayashi

Yes, I am a man; I have always been a man; and plan on remaining a man in this lifetime. Can't tell you how many different reactions I've received as I started sharing the news of this new position I am about to accept come September 9th. I've had giggles, jaws drop, head twists, chuckles, gasps, blank stares, lips bitten, and the polite question: "What was that?" Maybe a few responses could be labeled, normal - and a few might also be borderline "Reverse Discrimination." I will do my very best to get used to it, since a few guests every month will require clarification. Those of you who have known me over the years probably see how I might have some of the qualifications to hold this new position. Working with over 250,000 women at 450 companies in 21 states has given me a unique insight to what women want, fear, need, expect and struggle with every week.

But no, I am not a woman and will never fully comprehend, understand, or feel the same anxiety or fears that women feel when alone, stared at, approached, harassed or abused by a man. I have spent most of my career giving all the knowledge and inspiration I can to every woman who will take the time to listen.

Working as a women's self defense instructor has allowed me the luxury of communicating some of the challenges, worries, habits, strengths and the nightmares of thousands of women from high schools right up to the boardrooms of the Fortune 500. I have been blessed with the ability to connect with women from the platform, office settings and the classroom. Few men in this country have had an opportunity to share the stories and all the one-on-one conversations with this many women.

I hope to do just 3 things for you and all the women who choose to join us on this incredible journey this year and work to move to the next level:

#1 Provide a wealth of new information or raise ideas to a new

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level to help you start or increase your business. Everything shared with you from our board and guest speakers is a gift of love or just ink on paper. It all depends on you.

#2 “Release the Guardian Within!” Instill a burning passion in you to make the changes in both your professional and personal life and then practice - the way you did to learn how to: swim, read or ride a bike.

#3 Inspire you to seek more information and to begin a lifestyle worthy of other women wanting to emulate. You are now the expert in your area of expertise.

The phenomenal women, including the one and only, Norma Earl, who have built the Scottsdale Express Network to be one of the best in the state are here to assist you in every possible way. Welcome to a new beginning, and remember my personal tagline and now my theme during my time in office:

“A Woman’s Place is in CONTROL!”

Mike Hayashi, M.Ed.
TakeControlSelfDefense.com
Contact: (480) 221-0044

September 9th Next Program

How to Crank Up Your Marketing Dials in a Down-turned Market! with Lea Haben

Lea Haben is an expert in Marketing Strategies that work in any type of market! Her unprecedented success in less than 2 years in business has brought new excitement to marketing and promotion.

After only a year and a half, she has managed to not only launch her career but has created a whole marketing campaign without an advertising budget. You'll learn 5 strategies that anyone can implement immediately to alter current sales results.



Join us for this program at the:

Un-Bacio
7704 E. Doubletree Ranch Road

Scottsdale, AZ 85251
Networking - 11:15 - 11:45 am
Luncheon - 11:45 am to 1:15 pm
Lunch and Networking - \$25 members / \$35 guests
By Advance Reservation Only (\$10 additional at the door)

Payable to:
ABWA-Scottsdale Express Network, PO Box 25381, Tempe, AZ
85281

or [Register Online Now](#)
Contact Phone: 602-228-7630

Guests: If bringing a friend at \$25 each, please indicate both names if paying by check.

Future Programs



October 14, 2008

Dave Cooke

**Building Your Sales Organization in the Social
Media World**

If you are having trouble finding customers, try finding them where they are looking for you--the Internet. There is an exciting, powerful and productive world on the Internet known as social media. It is where businesses go to do business. It is where your business needs to live if it is going to thrive. For most business owners, social media is a familiar term, but a foreign concept.

You'll get an overview of:

1. How to use social media tools to connect with and communicate to your clients, your prospects, and your target markets.
2. The basics--the most effective tools to use when starting out
3. How it all comes together to form an effective sales approach.

Dave Cooke is the Founder of Strategic Resource Group--a business committed to helping businesses find the sustainable and profitable road to growth through effective sales strategies. He leverages his 25 years of sales and marketing experience in conjunction with effective social media tools to educate and enlighten his clients and his contacts with a direct and informative approach to effective business and sales tactics.

Through workshops and seminars, Dave provides sales leadership to companies who are frustrated with their sales results, struggling

to find an effective growth strategy, or realize they need to do something different to energize their sales team. He brings executive-level sales expertise to sales organizations in the form of coaching, training, development and sales strategies.

De-cluttering For the New Season: Shedding the Old

By Demetria Wilkinson, BS CTLC

As women in business, we naturally perform a balancing act of various roles in our professional and personal lives. In the process of graciously serving our clients, developing amazing relationships and managing flourishing businesses, we consciously and subconsciously gain tangible and intangible possessions from every encounter.



In our busy lives, we could be unknowingly moving in and out of our days, looking at life as a “to-do list” with little thought being assigned to what it takes to sustain the well-oiled machines that we represent. It is all too easy to forget to care for the most important figure in our business—ourselves! Just as you would frequently study your company’s accounting books for any financial discrepancies, you must study the elements of your personal life for debris that could be impeding your best performance. Is there anything cluttering your personal environment? Are you allowing people and circumstances to negatively affect your mission? Perhaps, it is time to de-clutter.

It is quite common to imagine cleaning out the garage, or creating a Goodwill pile of the unwanted items from your closet when thinking about the idea of decluttering. Just like our homes, we collect all sorts of items throughout the years that may now look like and feel like junk. This is because everything is designed for a season, and these seasons can range from months, to years, to lifetimes. But there is a deeper aspect of releasing “old leaves” from your life. This higher level of change is provoked by self reflection. To initiate this decluttering process, you must take an honest survey of the things dwelling in your environment and then ask yourself, “What in my life is no longer serving me?”

Go inside.

Perform a checkup of your internal environment. Ask honest questions of yourself. Asking questions creates opportunities for

answers to be discovered. It encourages thought around a particular concept, and often times, you will be surprised by what you find. Listen to your thoughts. Do you hear negative mental chatter every time you think about living out your dream? Replace these thoughts with ones that point you in the direction of success. Feel out your emotions. Does a flood of anxiety rush over you when you think of a certain past event? You may be holding on to negative energy in an area that has not been resolved. Take the time to have an emotional cleansing to rid yourself of feelings that do not support your forward movement. Refresh yourself with bright and loving thoughts that bring forward more joy in your life. Create a beautiful space for the new and uplifting thoughts and feelings to reside!

Finally, your physical surroundings serve as a reflection of your inner environment. We surround ourselves with people we feel we deserve. We enter into and maintain relationships that serve us in proportion to our self-esteem. Ever wonder what you really, truly believe? Check out your life and your outcomes—what do you find? You are successful in your business because you believe it is possible for you. Conversely, you stay in that toxic relationship because you do not believe you deserve better. Look at your environment as a gauge for your decisions about what you will and will not allow in your space. Give yourself permission to be choosy. Choose to be smothered in joy and excitement. Choose to be showered with love. Choose to feel confident and worthy. Choose to envision and then live your dream without hesitation. Choose to know who you are. Choose to employ your personal boundaries. Choose to live without the clutter. *Choose to be out with old, and in with the new!*

By: Demetria Wilkinson, BS CTLC

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ABWA'S Proud Code of Conduct

1. All members will serve as goodwill ambassadors for the American Business Women's Association.
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith
4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. Members will strive for excellence in their professions by

maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.

Outside Networking / Educational Opportunities for SEN Members

INSPIRE luncheons, the chamber's exclusive event for professional women. The mission is to provide an ongoing opportunity for women to be inspired by successful female business owners and community leaders; and to help create a network of support for personal and professional success.

- 3rd Wednesday of each month from 11:30 a.m. – 1:15 p.m.
- Orange Tree Golf Resort, 10601 N. 56th Street
- Seating is limited to 70 so register early!

Cost for Members is \$35 in advance; \$45 day of event

Cost for Non-members \$45 in advance; \$55 day of event

Shake, Rattle and Roll - A Rattle Making Playshop with Debbie Gent

- Saturday, September 6
- I-17 & Bell Road location
- 1:00 p.m. to 5:00 p.m. \$35 (RSVP by 8/29)
- 602-896-0146 or debbie@shamanicconnection.com

Come spend an afternoon creating the bones of your rattle. We will begin with a shamanic visualization to find the spirit of your rattle. Rattles will be made from elk or buffalo rawhide. The rattle head will have to dry, so you will complete the process on your own. Materials will be supplied for you to take home to complete your decorative process. If you have a special stick or bone you would like to use for the handle, please bring it to the playshop.

Wednesday, Sept. 10th, 6 pm

[ARM - Arizona Regional Mixer](#) Cosponsors

[Raven Events](#) Midweek Mixer *Sutra Sushi at Barcelona*
15440 N. Greenway-Hayden Loop

Business Networking - 2 for 1 Cocktails, Delicious

Complimentary Appetizers, Raffles, Wine & Gift Certificates.

Bring Business Cards & Connect With Enterprising Successful People.

Visit the [Scottsdale Chamber of Commerce](#) web site for a number of great networking activities

After 5 Mixer with the Greater Phoenix Chamber of Commerce

- Tuesday, September 9, 5:00 p.m. to 7:00 p.m.

- <http://www.phoenixchamber.com/>

Make new business contacts or get re-acquainted with familiar ones while you enjoy an evening with members of the Greater Phoenix Chamber of Commerce and the Greater Phoenix Convention and Visitors Bureau. Enjoy free appetizers and a cash bar while connecting with peers in the community.

Getting Started with Constant Contact - Product Features and Tips
- Wednesday, September 3, 12:00 p.m. - 2:00 p.m.
- Arizona Small Business Association, 4130 East Van Buren Street, Ste. 150, Phoenix, AZ 85008
- *FREE*

This workshop saves you time by allowing you to quickly and easily master the entire Constant Contact system. You'll learn how to set up account options, add signup boxes to your website and emails, load a list, build a campaign, brand your email to match websites and logos. You'll also learn how to develop content, get your email opened, and track results.

Women on Course "The Art of Networking on the Golf Course"
- Tuesday, September 23, 2-7 p.m.
- Gainey Ranch Country Club, 7600 Gainey Ranch Road, Scottsdale, AZ 85258
- 703-268-5078
- \$59 members / \$79 guests

Exhausted the leads from networking groups and industry breakfasts? Learn effective techniques to expand your professional circles by doing the "rounds."

Fast and Curious Networking: ASBA and eWomen Network have teamed up to provide a fresh spin on networking. Make sure to bring plenty of business cards!
- Tuesday, September 30, 12 – 1 p.m.
- ASBA Conference Center, 4130 E Van Buren St, Ste 150, Phoenix
- 602-265-4563
*Cost: Members - Free
Non-members - Free*

Natural Healthcare for the Family

By Doc Bernie, PhD

Let's talk about the family unit which, by the way, is becoming slightly extinct.

In this day and age of progress, we face the everyday problems of keeping up with the fast lanes. There are fast-food lanes, in-and-out surgery, the indulgence of the micro-mini breakfast, the pill for lunch and the absence of home-cooked dinners.



We fall victim to a suppressed immune system as we race through life ignoring what is good and what is not good for the body.

What once was a lean machine husband is now a matter of cellulite and a high caloric waistline. The patch has replaced conception, and thanks to the presto face lift, grandmother isn't your granny anymore. Things change with time and your body is no exception. Before you know it, the microwave replaces Mom, cancer is now on a rampage and we acquire high cholesterol by the age of thirty. You are not infallible. This can happen to you and will happen if you don't make changes now.

Stop to look at what is ahead of your life and what impending health problems you will soon be walking into. Change your way of eating, thinking and living. Create a new image of health for you and your family. Even though we won't live forever, this new way of life gives your family the quality of good health that they deserve.

Repetitive use of natural healing and natural remedies will stop impending illness such as seasonal flu, allergies and weakness by repairing our immune systems. We are all perfect beings in a shell that needs nurturing. Only we can help ourselves by proper attention to the things that we do and the foods that we eat. Seek out a natural practitioner to attend to an immediate health situation that may arise. Promote self-healing without the lingering effects of drugs. Take the time to eat a balanced breakfast for the fuel that your body needs to get through the day and replace that potato chip lunch with a piece of fruit and some protein.

It may be boring to make these changes, but you will thank yourself for the chance to live long enough to see the sun rise tomorrow. Don't wish that you should have done something sooner; do it now. Sadly, I feel that even by writing this column and giving you my expertise on life and health, many of you will stay in your same routines. If you can't help yourself, help the rest of your family. Just know that you set the example.

Impending health imperfections that come with heredity is an imprint on the fetus and that is fact. However, there is a way to turn that around and rearrange the future of our health through Homeopathic care.

Please visit our website, www.docberni.com and learn about what is available to you and your family.

News from National Headquarters

ABWA National has debuted the new www.abwa.org Web site and database system this summer. And your involvement is key! This system is personalized and designed to meet your needs. If you want to access the new system and site, you must complete the following steps:

1. Make sure National has your correct e-mail address on file. If you have not been receiving information from ABWA National via e-mail, please e-mail them at webmail@abwa.org with your correct address.
2. Watch your e-mail. You will be receiving a welcome e-mail with your assigned password. Upon logging into the new system for the first time, you will have the opportunity to personalize your password.

Always remember to log in as a member to take advantage of member pricing on merchandise and conferences.

Enjoy the new Web site. Shop ABWA for merchandise or register for the National Women's Leadership Conference.

If you have trouble logging in make sure your e-mail with ABWA is correct.

Arizona Round Up With ABWA

ABWA Arizona Round Up 2008
by Norma Earl

Renewed old acquaintances – made new friends. Saguaro Roundtable hosted a wonderful Round Up on the week end of August 22nd – 24th. We had a really great time, Friday evening, we opened with bunco, an ice cream social and lots of networking.



On Saturday, we had several wonderful speakers: “It’s Lonely at the Top – Forward Thinking Leadership,” with Barbara Chatzkel. Barbara talked about coaching, the ups – downs of coaching. Barbara made me stop and compare ABWA and coaching. I feel ABWA has been our “life coach” for many years; we just never looked at it that way. Our own Katheryn Morton “worked out” some of her business problems with Barbara at the podium as an example of how the coaching works.

“Suddenly Single, and Now What? Financial Considerations” with Belinda Daniel. Belinda told us what to work towards and always be ready for anything. Great advice and I know this first hand becoming “suddenly single” myself.

We had a great panel discussion on “Education for Non-Traditional Students – It’s Not Too Late!” The experts were Paula Waybright, Mesa Community College , Mary Kay Gray from ASU and Andrea Diaz from University of Phoenix . There are many more “seasoned students” today than ever before. When I went back to college in the late 70’s, I think I was one of a very few re-entry students. The kids called me grandma then. I wonder if today I would just blend in with the other non-traditional students.

Connie Aden, Past National ABWA President and Top Ten Businesswoman, told us about all the educational resources for members. Our educational programs are really great and we need to encourage more members to take advantage of them. Everyone must have learned at least one thing over the weekend, I learned many.

We “crowned” the first Arizona Woman of the Year on Sunday. She was selected from the applications submitted by local chapters and networks Women of the Year. The AWOY hails from Tucson and has been a member for many years; she is also a past District VI Vice President and Top Ten Businesswoman: Diane Walters

from the El Sol Chapter.

Scottsdale Express had a vendor table and raffled a wonderful wine basket put together by our outgoing Vice President of Finance Laura Falaschetti. The basket was won by Sharon Moglar from Special Friends Chapter.

On Sunday morning, we listened to the two candidates for District VI Vice President: Debbie Reynolds from New Mexico and Michelle Egbert from Colorado . Both candidates gave interesting speeches as to what they plan to do for the members in District VI. Elise Balgley, from California , a candidate for national Vice President, talked about her plans for all members.

Next year Arrowhead Millennium Chapter will host Round Up 2009.

ABWA Education

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1. Make sure National has your correct e-mail address on file. If you have not been receiving information from ABWA National via e-mail, please e-mail them at webmail@abwa.org with your correct address.
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SEN Board Meeting Minutes

Joint Board Meeting, 8-19-08

The joint board meeting was held at the Paradise Bakery in Scottsdale , 5 p.m. Norma Earl presided.

Attending: Norma Earl, Kim Hollenback, Mike Hayashi, Laura Falaschetti, Donna Thompson, Donna Tucker, Paula Cummins and Shellie Fradden (by phone)

Absent: Katheryn Morton

*Our new mission statement / value proposition

Discussion / Action Steps: The board was in agreement that we might focus on creating a warm, nurturing environment for start-up business people and/or those new to networking. D. Tucker will write up a start for the new mission statement and send it to all board members to tweak and polish until we all feel good about it.

D. Thompson suggested that we create some sort of a buddy program to keep new members engaged and coming to meetings. She will write an outline and send it to everyone to review.

*Standing Rules – Kim and Donna

Action Steps: D. Tucker will send out a copy of the proposed standing rules to all members before the September meeting; the membership will vote on the changes at that meeting.

*Audit – committee

Action Steps: Norma will appoint an audit committee at the September meeting and ensure that the audit is completed by the October meeting to transfer the books to the new treasurer.

*Planning for 2008/2009

Discuss / Action Steps: Mike would like to see SEN get the numbers back it once had; he'd like to see us try some new ideas. D. Thompson will develop a plan to recruit sponsors for the meetings, not only to help our treasury, but also to create incentive for people to join.

*Newsletter – schedule

Discuss: Paula will keep the newsletter schedule the same as before (2 weeks after the meeting), but will create the newsletter in iContact. Kim will show Paula how to access the SEN account. D.Tucker will continue to help with the newsletter.

*ARC Delegate

Discuss / Action Steps: Norma will ask at the September meeting to find a delegate to attend the council meetings – only 4 times each year on the second Saturday for lunch (Jan., April, July and Oct.) D. Tucker agreed to be the alternate delegate.

***Recruitment/retention**

Discuss / Action Steps: Paula will ask the 4 new members to submit pictures for the newsletter and they will each have the opportunity to promote their businesses. We will do this for all new members in the edition following their joining. We will wait to see how it works before adding it to the standing rules.

The VP of Finance will purchase white silk carnations tied with black and gold ribbons to have ready to present to new members at the meetings. D. Tucker will add it to the standing rules before sending it out.

Respectfully submitted,
Donna Tucker, VP of Communicatinos